



TRUSTING THE MANAGEMENT OF THEIR ONLINE PRESENCE TO REACHLOCAL HAS FREED UP VALUABLE TIME, ALLOWING IAN AND HIS TEAM TO CONCENTRATE ON RUNNING THEIR BUSINESS.

CANTERBURY CARAVANS

ABOUT

Canterbury Caravans is a multi-faceted business providing new caravans, used caravans, caravan servicing, insurance repairs, caravan accessories, and spare parts for customers from their large showroom in Bayswater North, Victoria.

CHALLENGE

Canterbury Caravans biggest challenge was knowing if they were spending their advertising dollars in the right places. Before working with ReachLocal they had little visibility of their campaign results or return on investment.

SOLUTION

ReachLocal provided a comprehensive audit of the businesses digital marketing practices. We implemented our Search Engine Marketing, Search Engine Optimisation, and Live Chat solutions. Campaigns are tracked and Ian can see all the activity and results in ReachEdge. A Social Ads Retargeting campaign has recently been added to the marketing mix, to help increase consumer engagement and bring potential customers and back to their website.

RESULTS

"The results have been enormous", says Ian. ReachLocal's suite of digital marketing solutions, backed by our award-winning lead management and automation software, has brought significant improvement and control to Canterbury Caravans online presence. This has resulted in an increasing number of quality new inquiries coming into the business.

"I would recommend ReachLocal to other businesses as they have shown how to future-proof our business to ensure we are leading the pack. ReachLocal have the knowledge, know-how, and resources to keep up to speed with today's fast-moving digital world."

*Ian Sadler
Sales Manager
Canterbury Caravans*